

Dr. Patrick Bohl

Assistant Professor
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet / Marketingmenedzsment Tanszék
Year of birth: 1972

Qualifications, scientific degrees

Higher education qualifications

- 1991 - 1998
  Johannes Gutenberg University of Mainz, Master of Science (főiskolai)

Scientific degrees and awards

- 2016, PhD
  Corvinus University of Budapest

Career

Workplaces

- 1998 - 2002
  British Airways plc.,
- 2002 - 2007
  Malév Hungarian Airlines plc.,
- 2008 -
  Corvinus University of Budapest ,
- 2008 - 2024
  Budapest Airport Zrt.,

Public activities in the university (memberships in university bodies)

- 2024 - 2025
  Dean

Membership in board of supervision and directors

- 2017 - 2022
  Central and Eastern European Travel Retail Association, Chairman of the Board
- 2016 - 2018
  ACI Europe Commercial Forum, Chairman
- 2017 - 2022
  European Retail Association, Member of the Supervisory Board

Language skills

Colleague CV: Dr. Patrick Bohl

Language	Speaking	Writing	Reading	Media appearance
German	Native	Native	Native	
English	Native	Native	Native	
Hungarian	Advanced	Advanced	Advanced	

~~Research, professional activity~~

Major taught courses or fields of education:

- Marketing Strategy, International B2B Marketing, Intercultural Marketing, Go-to-market Strategy, Sales Management (in English)- Marketingmanagement, Grundlagen des Marketing (in German)

Field of science and discipline:

organization science

Current fields of research:

Sensory Marketing, Retail Marketing, Transport Science, Tourism

Previous fields of research:

B2B Marketing, Competitive Strategy

Publications

- Click here to view publications

Contacts

Location at the university

- Building: Main building - Fővám tér 8.
  Room number: 339
  Extension: 5228
  Main line: 482-5228
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  Internal fax: 5236

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